

Transforming TV advertising: End-to-end lifecycle management

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In an era where television advertising is pivotal for industries like FMCG, Technology, Gaming, Healthcare, BFSI, and xTech, brands face immense pressure to deliver impactful campaigns while navigating challenges like ad scheduling, proof of play validation, and performance optimisation.

To address these complexities, our Advertisement lifecycle management solution offers an end-to-end approach for managing TV ad campaigns—streamlining execution, ensuring transparency, and boosting ROI through real-time insights and automation.

Why does TV advertising need a smarter solution?

Effective TV advertising requires precise coordination across multiple stakeholders, adherence to compliance standards, and the ability to measure and optimise performance in real time. Traditional processes often fall short, leading to inefficiencies, missed opportunities, and revenue loss. Our tailored solution bridges these gaps, providing advanced tools for seamless campaign management and performance tracking.

How Grant Thornton Bharat can help



Streamlined campaign execution:

- Centralised ad campaign management across channels, enhancing collaboration among clients, agencies, and broadcasters
- Automated scheduling and slot booking based on media plans, minimising manual errors



Real-time proof of play validation

- Integration with BARC/TAM data ensures accurate proof of play, offering transparency and accountability
- Instant alerts for missed or mis-aired ads enable swift resolution and mitigate revenue losses



Performance tracking and optimisation

- Real-time monitoring of metrics like TRP, impressions, and audience reach
- Dynamic adjustments based on live data to maximise the effectiveness of ad placements



Cost efficiency

- Automated invoice reconciliation against proof of play data reduces overbilling risks
- Data-driven resource allocation enhances cost efficiency and ROI



Compliance and governance

- Support technical adherence to advertising regulations and broadcasting standards
- Streamlined approval workflows for consistent and compliant ad content

Our five-step approach for television ad management:



Strategise and plan

- Develop comprehensive media plans based on audience insights, channel selection, and budget allocation
- Align objectives with stakeholders to finalise media buys and schedules



Automate and execute

- Automate ad scheduling, slot booking, and creative management for seamless multi-channel execution
- Leverage A/B testing to optimise creatives in real time



Monitor and validate

Validate ad airings using post air proof point integration while tracking metrics like TRP and reach and resolve discrepancies with immediate alerts for incorrect placements



Analyse and optimise

Use advanced analytics to assess campaign performance and refine strategies, adjust ad buys dynamically based on audience data and competitive insights



Report and refine

Deliver actionable reports detailing planned vs. actual airings, engagement, and ROI and Implement continuous improvements to enhance future campaign effectiveness

By combining advanced technology, expert insights, and a holistic approach, our Advertisement Lifecycle Management Solution empowers brands to unlock the full potential of their television advertising campaigns.



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